



1997 ECONOMIC CENSUS
ADVERTISING AND RELATED SERVICES

OMB No. 0607-0827: Approval Expires 10/31/99

DUE DATE FEBRUARY 12, 1998

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

SV-7301

Please read the accompanying instructions before answering the questions.

Census use

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No – Report current EIN below

(9 digits)

Item 2. PHYSICAL LOCATION

a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No – Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 3 No legal boundaries
2 No 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough
2 Town or township
3 Other – Specify
4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS

Number of months

a. How many months during 1997 was this establishment actively operated?

002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation
2 Temporarily or seasonally inactive
3 Ceased operation – Give date at right
4 Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month

Year

Name of new owner or operator

Number and street

City

State

ZIP Code

Item 4. LEGAL FORM OF ORGANIZATION

Which of the following best describes this establishment's legal form of organization during 1997?

Mark (X) only ONE box.

003 1 Individual owner (sole proprietorship)
2 Partnership – Mark (X) this box if you file a partnership Federal income tax form.
5 Government – Specify
0 Corporation – Mark (X) this box if you file a corporate Federal income tax form, including Subchapter S corporations.
9 Other – Specify

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.
Example: If a figure is \$1,125,628.79 report

Preferred Acceptable

Mil-lions (000) Thou-sands (000) Dol-lars (000)

1 126 629
1 125 629

Item 5. DOLLAR VOLUME

OPERATING RECEIPTS of this establishment in 1997

Advertising agencies should report operating income – not gross billings.

Mil. Thou. Dol.

010

Item 6. PAYROLL

Payroll in 1997, BEFORE DEDUCTIONS

a. Annual

Mil. Thou. Dol.

030

b. First quarter (January–March)

031

Item 7. EMPLOYMENT

Number

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

032

CONTINUE WITH ITEM 8 ON PAGE 2

Item 8. KIND OF BUSINESS OR ACTIVITY

a. Mark (X) the ONE box which best describes this establishment in 1997.

Advertising agencies and related services070

Advertising agencies☐ 7311001

Outdoor advertising services☐ 7312001

Display advertising services, except outdoor (e.g., indoor posters, bus/subway car advertising)☐ 7319301

Public relations services☐ 8743001

Media buying services☐ 7319101

Radio and television advertising representatives☐ 7313101

Publishers' advertising representatives☐ 7313201

Mailing list compilers, brokers, or managers☐ 7331101

Direct mail advertising services, except mailing list services☐ 7331201

Advertising material distributor (delivery of advertising samples, except by mail)☐ 7319201

Advertising specialties goods distributor (selling goods featuring advertising or promotional messages such as pens, calendars, key chains, etc., to clients)☐ 5199771

Market research and public opinion polling☐ 8732201

Marketing consulting services (providing advice and counsel to clients on marketing strategy, pricing, new product development, etc.)☐ 8742301

Sign painting and lettering shop☐ 7389101

Welcoming services (providing coupons and advertising materials to new residents of community)☐ 7389211

Commercial photography☐ 7335001

Commercial art services☐ 7336101

Graphic design services☐ 7336201

Manufacturer of signs and advertising displays☐ 3993001

Printing (regardless of process) – Describe☐ 7777776

Other advertising related services – Describe☐ 7319401

Other kind of activity – Describe☐ 7777777

b. Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of the same company (rather than for the general public or other business firms) in 1997?

415

1 ☐ Yes

2 ☐ No

Item 9. SOURCES OF RECEIPTS

Report receipts by source either in dollar figures (see example for item 5) or as percentages (in whole percents) of the total – see example below. Please do **not** combine data for two or more receipts lines.

NOTE – Lines a(1) and a(2) represent the agency compensation (media commission and service charges) after subtracting the costs as shown on lines s and t from billings on lines q and r.

Line a(1) – Commissions and/or negotiated contract fees for placing advertising in periodicals, television, and other media. Report gross media billings on line q and cost of media on line s.

Line a(2) – Fees or commissions for such materials and services as artwork, plates, printed materials, investigations, etc., only when supplied or performed by **other business organizations**. Report billings for materials and services on line r and associated costs on line t.

Line a(3) – Fees for services performed by **this agency**, such as consultant fees, charges for special services performed in agency, and other service fees. Report fees from photography on line i, art on line j, graphic design services on line k, and market research on line l. For clients on a minimum fee basis of compensation, include amounts billed to clients for the difference between agency income on media and production, and the agreed-upon minimum. For clients on an overall fee basis of compensation, include the difference between credited media and/or production commissions, and the agreed-upon fee.

Line c(1) – Receipts from the preparation of advertising for outdoor display. Include receipts from constructing, repairing, and maintaining display boards and from posting advertising.

Lines i, j, k, l – Fees for services performed by **this agency**. Report fees or commissions for services supplied or performed by **other business organizations** on line a(2).

Line q – Billings for publications (or other advertising space) and radio and television time. Include amounts billed directly by media to clients of this agency. Include media billings for clients on overall fee basis of compensation at gross amount (whether or not agency commissions are credited against fee or client is billed net).

Line r – Billings for materials and services as described in reference to agency income for line a(2) above. Include gross receipts regardless of the method of computing fees or commissions.

Line s – Cost of advertising media shown in line q. **Do not** include expenses incurred in placement of advertising space.

Line t – Cost of materials and services shown in line r. **Do not** include agency expenses incurred in arranging for materials and services.

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales:

• **Report whole percents**

Not acceptable

Mil.

Thou.

Dol.

Per-cent

39

38.76

Sources of receipts

Census use

ESTIMATES are acceptable. Report dollars OR percents.

Mil.

Thou.

Dol.

Per-cent

Operating receipts

400

401

402

a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media

(1) Commission on media (line q minus line s)

0051

(2) Agency income on materials and services (line r minus line t)

0052

(3) Fees – See instructions.

0053

b. Public relations services

0100

c. Display advertising services

(1) Outdoor (e.g., bill boards)

0151

(2) All other (e.g., indoor, transit, aerial)

0152

d. Direct mail advertising services

(1) Sales of mailing lists

0201

(2) Other – including preparation and mailing of advertising materials

0202

e. Distribution or delivery of advertising materials or samples, except mail advertising

0250

f. Fees from soliciting advertising for media

(1) Newspapers, magazines, and other print media

0301

(2) Other (e.g., television, radio)

0302

g. Commissions from buying advertising space or time from media and reselling to advertisers

0350

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FORM SV-7301

CONTINUE ON PAGE 3

